

Voice of the Customer/Business Worksheet

Voice of the Customer: What does the customer want?	Key Customer Issue: What keeps the process from meeting the customer's expectation	Key Measures of success: What measures could we use to quantify the process' performance in meeting customer's expectation?
Voice of the Business: What does the business require from this process?	Key Business Issues: What keeps the process from meeting business needs?	Key Measures of Performance: What measure could we use to quantify the process' performance is meeting the business need?